

APPAREL AND ACCESSORIES

Fendi mourns loss of Carla Fendi

June 20, 2017



Fendi runway show at the Trevi Fountain celebrating the house's 90th anniversary. Image credit: Fendi

By STAFF REPORTS

Carla Fendi, one of the inheritors of Italian fashion house Fendi, has died at the age of 79.

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One of five daughters of brand founders Adele and Edoardo Fendi, Carla Fendi worked in the family business from the 1950s in a marketing capacity. According to British Vogue, Ms. Fendi passed away in Rome following a long illness.

Family business

Per WWD, Ms. Fendi was instrumental in establishing the Fendi brand in the United States through marketing and public relations. She and her sisters Paola, Anna, Franca and Alda worked together to manage the label, which was founded by their parents in 1925.

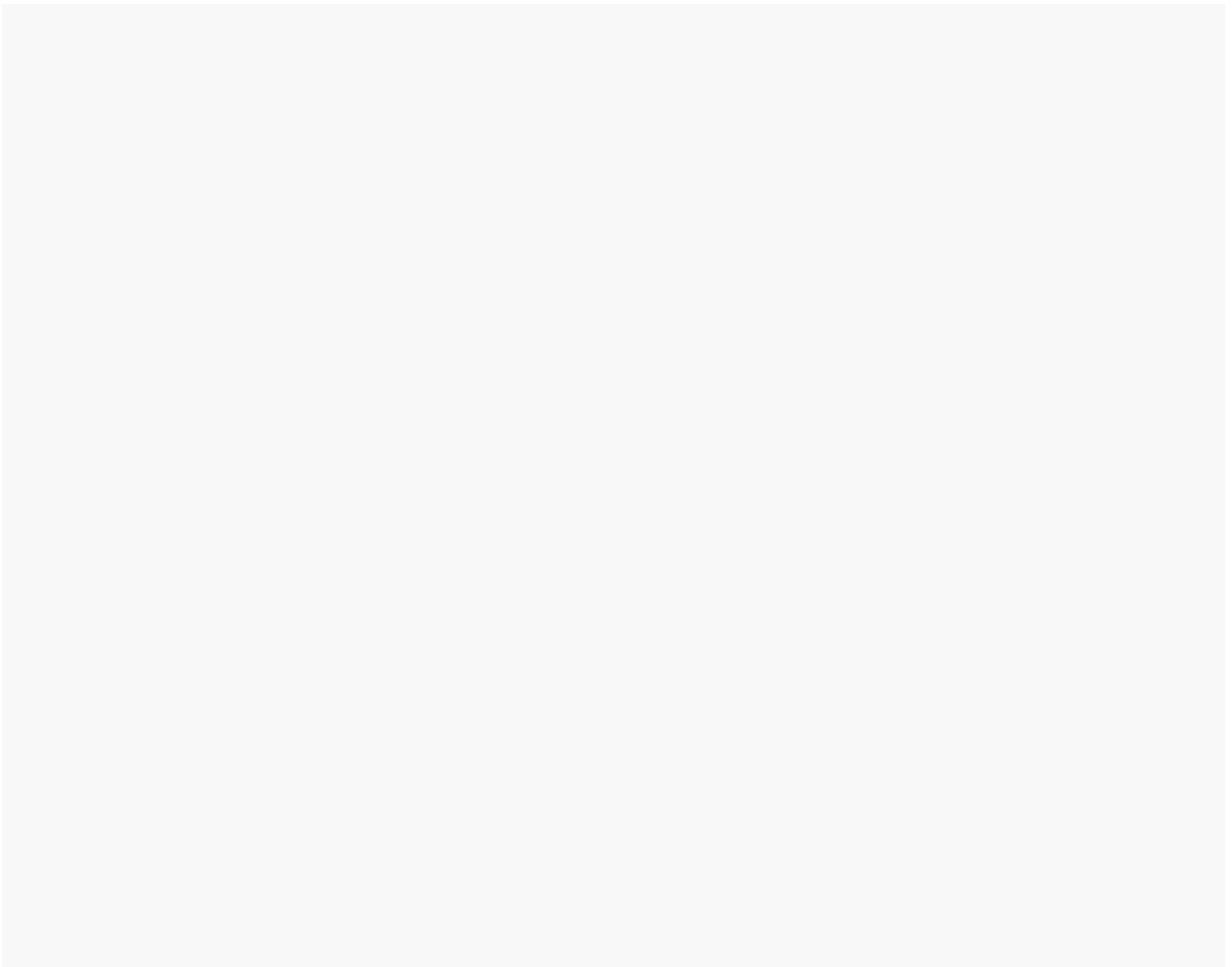
While the brand was acquired by conglomerate LVMH starting in the 1990s, Ms. Fendi remained a part of the company. Up until her death on Monday, June 19, she served as honorary president of the label.

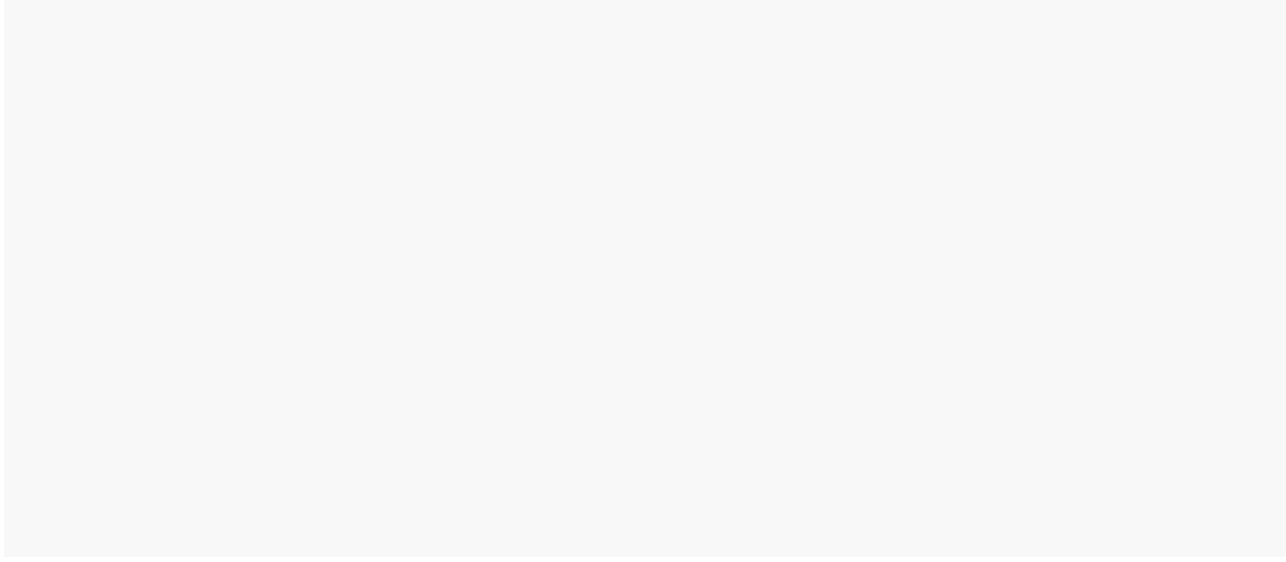


Carla Fendi. Image credit: Fendi

On social media, the brand issued the statement, "We honor our dear Carla, whose loss deeply affects us all. She has been a source of inspiration and an example of dedication, culture of work, and sensitivity to beauty for all of us."

Among others paying tribute to the late Ms. Fendi was designer Giambattista Valli.





20.06.2016 14:57 #ziacarla #carlafendi #allaboutextraordinay #lastimetogetherbutforeveryoueyesinmyeyes
#RIP

A post shared by giambattistavalli (@giambattistavalli) on Jun 20, 2017 at 5:59am PDT

Along with her work at Fendi, she established a charitable organization in 2007. The Carla Fendi Foundation is focused on preserving cultural heritage, including historic masterworks and the work of emerging artists.

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